



# SJSU | SCHOOL OF JOURNALISM AND MASS COMMUNICATIONS

Special Community Learning Project 2018 – How You Can Help.

A stunning moment that changed America

LBJ Delays Flight to Hawaii  
Los Angeles Times  
DR. KING SLAIN BY SNIPER IN MEMPHIS  
SJSU students and community leaders travel back  
**March 24 - March 31, 2018**  
by bus trip through the Civil Rights South to honor  
the 50th anniversary of the assassination of  
Dr. Martin Luther King, Jr.

**Spring Break 2018**  
Walk in the footsteps of history to  
remember, commemorate and  
reconnect with a life lost,  
but a spirit that lives on!

More at: [www.sjsujmc.com/news](http://www.sjsujmc.com/news)

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What would Dr. King think of the progress and setbacks over the past 50 years in America?

Do you still have hope America can reach that "Mountaintop" he envisioned the night before he was assassinated?

## Journalism School Alumni:

We hope you are happy, and continuing to pursue your career hopes and dreams with much success. Here at San Jose State, we're still rooting for you!

As you know, we like to develop creative learning experiences that inspire and raise public awareness. During the week of Spring Break (March 24th-31st) we have something exciting in mind to commemorate:

## The 50th Anniversary of the Assassination of Dr. Martin Luther King, Jr.

SJSU students today are very curious about his efforts. Many elders in Bay Area African American communities still enjoy sharing vivid memories of Dr. King, as well as personal recollections of their hard lives back in the 1960s. We thought putting these two groups together would create a powerful exchange of knowledge.

Right now 30 students and community members are headed on an eyewitness journey through landmarks of the Civil Rights Movement in the South. Their last stop will be the Lorraine Motel in Memphis, Tennessee where Dr. King was shot. The group will return to San Jose State to share about their road trip at a special April 4<sup>th</sup> ceremony, at 4 pm outside the MLK Library, to mark the precise moment the assassin struck fifty years ago.

Top university officials have endorsed this community involvement trip, with one major requirement. [California law AB1887](#) says state funds may not be used in states where they discriminate against people. That means to take this extraordinary journey, we must fund raise or use our own private funds to cover costs.

Participants, eager to go on this trip, are paying for their flights and hotels with limited financial resources. The lead faculty organizer will be responsible for the cost of the three vans, insurance, gas, unexpected needs, plus have emergency funds available.

## Could You Please Help Us?

We've created an online [GO FUND ME](#) account for public donations called **"MLK Legacy Together We Remember."** When media along our travels report on our group, we will encourage public donations to support this once in a lifetime learning experience. We ask your help to get the fundraiser going.

At your JMC School graduation, we always end that ceremony saying someday in the future you might be able to help another person's child get a powerful learning experience at SJSU. Would you, someone you know, or a business associate be willing to make a tax deductible donation online? We sincerely thank you in advance!

We never stop trying at SJSU to provide innovative educational opportunities that will serve our student body for the rest of their lives. We appreciate anything you might be able to do to help make this historic trip possible. Thank you again.

Please keep in touch. You know you're always welcome to come back to campus, talk with current students, possibly offer a guest lecture or participate in a Journalism School TV studio taping of a new informational series we call ["JMC Graduate Memories."](#) Always remember: We're proud of you!

Take good care, and all the best!

Sincerely,

Prof. Bob Rucker  
Journalism Professor,  
Former JMC School Director  
School of Journalism & Mass Communications  
San Jose State University

[www.profbob.com](http://www.profbob.com)

408-924-3240 Journalism School Office

JMC Graduate Memories 2015:

<https://www.youtube.com/watch?v=QqdUDzxoho8&t=3s>